

62.61 Index *

Benning's Strawberry Plants For 1956

BENNING'S BERRY FARM

W. E. BENNING CLYDE, N. Y.

No. 1216 State of New York

Department of Agriculture and Markets

Daniel J. Carey, Commissioner

Dealer's Nursery Certificate

THIS IS TO CERTIFY that the nursery stock (if any) grown by W. E. Benning of Clyde, County of Wayne, State of New York, has been duly examined and found to be apparently free from all injurious insects and plant diseases; and that the above named has agreed to comply fully with the rules and regulations issued by the Department of Agriculture and Markets relative to the purchase, sale and distribution of nursery stock bought from others. This certificate is valid until October 1, 1956, unless revoked before that date.

Dated, Albany, N. Y., January 31, 1956.

DANIEL J. CAREY, Commissioner

H. B. LITTLE, Director, Bureau Plant Industry

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REVOLUTION

It is axiomatic that times and conditions change and men must change with them or be left behind.

In the strawberry plant business it has been increasingly evident that plant growers must take more positive measures to combat disease and nematode troubles. Here at Benning's Berry Farm we have been reviewing our own methods and situation with the result that we will remember 1956 as the year of the REVOLUTION in our plant business.

For the first time in our history, which dates back to the turn of the century, we are not growing our own plants. We found that, in order to produce the high quality disease and nematode free plants essential today for profitable strawberry production, it would require changes that were not practical under our setup. Fortunately we found that the New York and Northeastern Strawberry Association Inc. was not only thinking along these lines but had already embarked on a program which will result in the finest strawberry plants grown anywhere. We have made arrangements to secure our plants from the Association. Starting with disease free stock every step in the production of these plants is scientifically checked to produce the strongest, healthiest plants possible. This will take time and these super plants will not be available for distribution in quantity until 1958.

In the meantime the Association is making available to us the finest plants on the market at the present time. These, with the exception of Superfection for which virus free plants are not yet generally available, are grown from virus free stock. While these are not the super plants we expect to have in 1958, may we emphasize that they are the finest plants on the market today, produced under conditions calculated to reduce disease and nematode injury to a minimum and then carefully screened and graded to rigid standards above the average of the nursery industry.

DORMANT PLANTS

Another revolutionary change is that this year all our plants will be dug while dormant and held in cold storage until shipping time. Previously we shipped nothing but fresh dug plants. Why the change? We are frank to admit that the idea of "storage" plants did not appeal to us. We considered the first shipment of storage plants we received some dozen years ago to be the "lousiest" plants we had ever seen put on the market. Fortunately we did not follow our first impulse and dump the entire shipment but went ahead and

Looking for a guide book on Strawberry Culture? Here it is.

THE HOW-TO BOOK ON STRAWBERRIES
By Robin Wyld

An easily read and thoroughly informative 112 page book on Strawberry Culture. Gives you the answers you have been seeking. The writer drives home her points with humor and cartoons on every page. Indispensable knowledge for the amateur and helpful for the commercial grower.

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planted them. Then came the surprise. Those brown dead looking plants burst into life with a vigor unequaled by the fresh dug plants set alongside them but which were transplanted after growth had started. Our further experience and our observations have completely convinced us that the best and safest plants to use are those which are dug while dormant and properly held in cold storage.

Why is this so? Simply that the "winter" of the storage plant is prolonged until you set it in your soil where sun and moisture release the stored energy of the plant in a burst of growth. The fresh dug plant with its beautiful green top has spent this energy in the nurseryman's bed and when transplanted in your soil lacks the reserve energy for the quick fast start.

There are other advantages to you in the use of storage plants. To those who live where the season is earlier than ours it means that we can now get your plants to you as soon as you are ready for them. To all it means that your shipments will not be delayed because rains prevent us from digging. Your plants will be ready to go at the time you request them.

Shipments can also be made safely at later dates. Don't misunderstand us. We are not advocating late planting. Plant as early as possible. But, if you cannot plant early, storage plants with their unexpended energy are your best bet. A word of caution. Late plantings require lots of care and water. Especially water. The late spring sun and wind can be hot and drying.

PACKING

Plants will be packed in polyethylene bags, 25 plants to the bag. This method delivers the plants to you in better shape. Plants so packed withstand delays in shipment better should they occur.

Commercial growers may wish to use our "Grower Pack". Orders of 1000 or more plants of ONE variety will be packed in layers in damp moss ready to set in the field with no bundles to untie. Available only on orders placed before March 31. If you wish this time and labor saving service, write "Grower Pack" on your order sheet. There is no extra charge for this service.

SHIPPING

Because we are not growing the plants here and because we lack the storage facilities to properly hold the plants at our farm, it will not be possible for you to pick up your plants here as many of you have done in the past.

Plants will be shipped Parcel Post PREPAID. We have found this to be the most satisfactory.

COSTS AND PRICES

We have gone to some length to tell you of the changes we have made. Again we can sum it up in one word. REVOLUTION.

We sincerely believe every change we have made is a step toward giving you better plants that will arrive in better shape, start quicker, grow faster and produce more profits for you. These changes have added to our costs and these increased costs are reflected in our prices. Won't you give us a trial and allow us to prove to you what we are convinced of, namely, that the advantages you are getting are worth more than the increased cost?

Remember that, while top quality plants are not the only element needed for the success of your strawberry venture, they are the keystone. Also remember that the use of poor plants are a practical guarantee of failure.

In comparing our 1956 prices with our previous lists bear in mind that these are PREPAID prices while all previous ones were FOB.

OUR PLEDGE

We will deliver to you top quality plants in good condition. We cannot be responsible for conditions affecting the plants after arrival at your place. Any complaints as to shortages, condition or quality of plants must be made immediately. We cannot honor complaints made after June 15. We are always ready to stand behind our plants and our service and will adjust anything for which we are responsible. However, we will in no case be responsible for more than the purchase price of the plants.

1956 PRICES PREPAID

	Number of Plants							
	25	50	75	100	200	250	500	1000
*Premier	}							
*Fairfax								
*Catskill		\$1.35	\$2.25	\$3.25	\$3.95	\$ 7.50	\$13.50	\$22.00
*Sparkle								
*Empire		1.50	2.50	3.50	4.50	6.75	14.95	24.50
✓ Superfection		2.25	3.95	5.25	6.50	9.50	19.50	36.00

* Plants grown from Virus Free Stock

CASH MUST ACCOMPANY ALL ORDERS

The above prices include transportation costs.

Figure each variety separately. Do not add together 2 or more varieties to obtain a quantity rate.

SPECIAL HANDLING & SPECIAL DELIVERY

If you wish the fastest possible Parcel Post service, consider either SPECIAL HANDLING or SPECIAL DELIVERY and indicate which on the

order blank but NOT BOTH as one cancels the other.

SPECIAL HANDLING takes your package right thru the Terminals, which are sometimes jammed, and on to your Post Office without delay. Cost 20c per parcel.

SPECIAL DELIVERY by-passes the Terminals and get your parcel out of your Post Office to you. Cost 35c per parcel.

References: Postmaster or Briggs National Bank, Clyde, N. Y.

VARIETIES

PREMIER (Howard 17)

Early. Bright red. Medium to large. Moderately firm. Quality good. Early berries wedge shaped. Later berries conic. Heavy yielder. Frost resistant. Widely adapted to all Northern berry areas. A time proven sure cropper.

Plants vigorous, healthy, prolific.

EMPIRE

Empire is a recent introduction developed by Dr. George Slate of the New York Agricultural Experiment Station which is rapidly catching on in the Northeast. Berries are large to very large, bright red and attractive. Some predict that Empire will supplant Premier. It is larger, firmer and of better quality than Premier. It ripens a few days later than Premier. Yields are good.

Empire should be given a trial in all Northern sections.

FAIRFAX

No finer quality berry grown. Large. Very sweet. Unsurpassed flavor. Firm and solid. Stands up well for a long period. As they stand berries turn from a bright red to a dark purple color. Once customers taste Fairfax's quality and flavor they call for those "dark berries". Yields good. Ripens early midseason.

Plants large and upstanding and produced in moderate numbers. More easily damaged by late spring frosts than some varieties.

CATSKILL

A top ranking midseason commercial berry. Large to very large, irregular shaped, long necked berries. Firm. Bright attractive color. Heavy yielder. Will take considerable wet weather at harvest time without rotting. A proven money maker.

Moderate plant maker. Foliage dark green and healthy. Our virus free Catskills look like the "old time Catskills" of 20 years ago.

SPARKLE

Our biggest seller. A top quality heavy yielding late berry. Continues to produce after other varieties are gone. A superb freezing berry. It is well named for the medium to large beautiful, bright, red, glossy berries truly "sparkle". Long picking season. Firm.

Plants as attractive as the berries. Vigorous, dark green, shining foliage. Abundant plant maker.

SUPERFECTION EVERBEARING

The best of the Everbearers. Lots of bright red tasty berries. Similiar to, if not identical with, Gem.

Set Everbearers EARLY. Tend them well. Pick off the blossoms until early July. Your reward — luscious berries from August until cold weather.